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Article:

5 Top Business Social Media Marketing Tips To Grow Your Business

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Many businesses are finding social media from contact networks like FBI Consultancy as a cost-effective route to gaining a following of business contacts and growing their business.

Inbound or permission-based marketing is a lot cheaper than traditional interruption-based marketing methods, such as advertising and direct selling.

Here are 5 Top Business Social Media Marketing Tips To Grow Your Business

1. The Psychology of Social Media Marketing

The same rules in building influence through traditional channels apply to social media. Robert B. Cialdini's *Influence: Science and Practice* identified six elements of influence:

a. Reciprocity

This means give and take. A difficult concept when first getting involved in social media is that you give away your best content for free, in exchange for an email address.

b. Social proof

Once you see one or more people doing certain actions, there's a tendency to act like a sheep. Comfort in numbers seems to reduce the risk in people's minds.

As an example, blog posts with plenty of comments get a lot more comments. Content spread on Twitter gets retweeted by others at an increasingly higher rate.

c. Liking

Being likeable to your online prospects is important to sales success. We tend to like people who are similar to us. So, you can see why it's important to show your full "likes and interests" on Facebook.

d. Authority

If a person is perceived as an authority figure, he is likely to generate a lot more influence. People respond to and follow important people more than others. It's why celebrities get so much hype.

e. Scarcity

Content which is totally unique has a much greater chance of success than content that has strong competition. You're seen as a thought leader, having created something new.

f. Commitment and consistency

Social media marketing only works by communicating consistently. Your audience will leave you otherwise.

2. Creating Content That People Care About

Having content is the cornerstone of social media – be it text updates, videos or podcasts. Having a big following of business contacts counts for nothing if you don't consistently provide them with updates.

As content is given for free in social media, you need to make sure your contentment is better, punchier, more innovative, and more informative than everyone else's. Nowadays, everyone is a publisher.

As a business, you need to be aware of who your audience is and what forms of content are most appropriate. Perhaps for architects, providing photos of case studies and providing a visual portfolio of work done is the key. On the other hand, giving interviews or practical advice may lend itself more to podcasts.

Good content gets retweeted more on Twitter and generates more likes and comments on Facebook, where visual and audio content does best, in particular featuring children, pets, as well as offers, discounts and contests.

3. How to Create a Big Loyal Following

Social Media sites like Twitter and Facebook are the modern-day equivalent of word-of mouth advertising. They are incredibly useful tools to allow you to extend your message to thousands of relevant people in an instant. Not only that, but your business contacts will retweet you to their many followers.

These sites at first glance are a stream of irrelevant "noise" and is what puts many off them.

Recently, top blogger Chris Brogan stated that he spends 60% of his time on Twitter searching. This search facility (on Twitter) allows you to eavesdrop on conversations related to just about any topic!

In saying this, you need to have a clear idea of who your target audience is and when you've found them, what content you plan to put in front of them.

There are tools available to build a huge Twitter following but the quality will be poor. The objective is to get a loyal following who are interested in what you say and will share your content with their following.

4. PR Strategies With Social Media

It may appear that with the ability to create and publish your own content, the role of the journalist & PR company is no longer important.

Actually, their role has changed and remains as important as ever. By following journalists, bloggers and influencers who are active on Twitter, and posting something that catches their eye, there's a fair chance they'll retweet it to their following.

Interacting with the PR community on Twitter or Facebook and retweeting their updates builds a stronger relationship so they're more likely to add you to their inner circle favourites list.

Social media is so transparent, it gives you the greatest opportunity to find out what journalists are interested in before you contact them.

LinkedIn is a good resource for this. You can find your target influencers or journalists; join the group they are in then post comments. Chances are they are scouring groups to find content.

When you write press releases, make sure you've researched your keywords first. As the press release will be published online, you want the keywords to be the terms your audience are searching for.

5. Profiting From Your Social Media Efforts

It is estimated that over 50% of new business will come from social media and internet marketing efforts over the next five years. That number could triple according to Microsoft Small Business Summit 2008.

Many businesses can't seem to generate a profit from social media for 2 reasons.

1. They are selling rather than developing relationships with new business contacts.
2. No tracking and measurement system in place to manage and improve their social media marketing.

Businesses embarking on social media invariably apply the traditional methods of marketing and get no response. There is a one-way messaging approach rather than an open dialogue.

With no effective tracking or measurement, it is difficult to know how to improve performance.

- a. If you don't measure it, you can't improve it
- b. You determine which keywords work and learn how to build better relationships with your audience
- c. You can better understand how you are being talked about

- d. Partners are more likely to work with you if you can monetise your success and conversion rates.

FBI Consultancy www.fbiconsultancy.com

FBI Consultancy is a business growth consultancy, specialising in business social media.

This is mainly down to the fact that the founding partners carefully studied every other social media networking organisation and set out to ensure FBI Consultancy was a huge improvement on all the others.

In particular, the founding director implemented a very clever 10 added value concepts for business interested people who join FBI Consultancy by creating a 'nothing to lose and everything to gain' membership.

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